

**Amendments to the Claims:**

Claims 1-9 (Canceled).

10. (Currently Amended) A computer implemented system for acquiring branded promotional products comprising:

a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products; and

a processor for processing orders received from the front office module;

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wherein the database, the products web page, the reseller showcase web page, the vendor showcase web page, the front office module, the bidding module, the artwork library and the processor are interoperably connected.

Claims 11-19 (Canceled).

20. (Currently Amended) ~~The~~ A computer implemented method for acquiring branded promotional products comprising the steps of:

providing a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

providing a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

providing a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

providing a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

providing a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

providing a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

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providing an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products; and

processing orders for products received from the front office module through a processor.

21. (Previously Presented) A computer implemented system for providing a central exchange of data associated with branded promotional products, the computer implemented system comprising:

a product database for storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products;

a vendor entry point interface for enabling a vendor to enter at least one product data specifics to the product database, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

a vendor showcase module for displaying product data ~~in response to the at least one product data specifics~~ and providing ordering access to one or more resellers at a reseller entry point interface, wherein the vendor showcase module is customized for a particular vendor;

a branded promotional products module for providing a plurality of promotional products to one or more of customers and resellers and receiving at least one order for one or more promotional products;

a reseller showcase module for displaying products selected by the reseller for resale to a reseller group of customers selected by the reseller where the reseller group of customers accesses the reseller showcase module at a reseller customer entry point interface; and

a company logo store module for displaying products selected by the reseller for resale to

a group of customers associated with a company, wherein the company logo store module is customized for the company;

wherein customers comprise users who buy products ~~directly~~ from the branded promotional products module; resellers comprise users who resell products to customers; and vendors comprise users who supply one or more of products and imprinting services;

wherein the product database, the vendor entry point interface; the vendor showcase module, the branded promotional products module, the reseller showcase module, the company logo store module are interoperably connected.

22. (Previously Presented) The system of claim 21, further enabling one or more customers to schedule reminders for a recurring event related to ordering promotional products.

23. (Previously Presented) The system of claim 21, further comprising:  
a back office module for processing the orders for the plurality of promotional products.

24. (Previously Presented) The system of claim 21, further comprising:  
a front office module for providing one or more of order status data, historical information related to orders and market information services wherein the market information services comprise one or more of account summary options and web hits habit reports.

25. (Previously Presented) The system of claim 21, further comprising:  
a bidding module for enabling one or more of resellers and customers to present at least one order and enabling a plurality of vendors to bid on the presented at least one order.

26. (Currently Amended) A computer implemented method for providing a central exchange of data associated with branded promotional products, the computer implemented

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method comprising the steps of:

storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products at one or more product databases;

enabling a vendor to enter at least one product data specifics at a vendor entry point interface, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

displaying product data ~~in response to the at least one product data specifics~~ and providing ordering access at a vendor showcase module to one or more resellers at a reseller entry point interface, wherein the product data is customized for a particular vendor;

providing a plurality of promotional products to one or more of customers and resellers and receiving at least one order for one or more promotional products at a branded promotional products module;

displaying products selected by the reseller at a reseller showcase module for resale to a reseller group of customers selected by the reseller where the reseller group of customer accesses the reseller showcase module at a reseller customer entry point interface; and

displaying products selected by the reseller for resale to a group of customers associated with a company at a company logo store module, wherein the products are customized for the company;

wherein customers comprise users who buy products ~~directly~~ from the branded promotional products module; resellers comprise users who resell products to customers; and vendors comprise users who supply one or more of products and imprinting services.

27.( Previously Presented) The method of claim 26, further enabling one or more customers to schedule reminders for a recurring event related to ordering promotional products.

28. (Previously Presented) The method of claim 26, further comprising the step of: processing the orders for the plurality of promotional products.

29. (Currently Amended) The ~~system~~ method of claim 26, further comprising the step of:

providing one or more of order status data, historical information related to orders and market information services wherein the market information services comprise one or more of account summary options and web hits habit reports.

30. (Currently Amended) The ~~system~~ method of claim 26, further comprising the step of:

enabling one or more of resellers and customers to present at least one order and enabling a plurality of vendors to bid on the presented at least one order.

31. (New) The system of claim 21, wherein the resellers comprise distributors and the vendors comprise suppliers.

32. (New) The system of claim 21, further comprising an artwork library for storing artwork associated with at least one of the plurality of products.

33. (New) The system of claim 21, wherein the at least one order is tracked and order status data is provided.

34. (New) The method of claim 26, wherein the resellers comprise distributors and the vendors comprise suppliers.

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35. (New)      The method of claim 26, further comprising the step of:  
  
providing an artwork library for storing artwork associated with at least one of the  
plurality of products.

36. (New)      The method of claim 26, wherein the at least one order is tracked and  
order status data is provided.